

IFW GP 3622 ✓



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Applicant : Thomas J. Perkowski
Serial No. : 09/695,744
Filing Date : October 24, 2000
Title of Invention : INTEGRATED METHOD OF AND SYSTEM FOR
ENABLING MANUFACTURERS, ADVERTISERS,
RETAILERS AND PROMOTERS TO MANAGE AND
DELIVER CONSUMER PRODUCT RELATED
INFORMATION, ADVERTISEMENTS AND PROMOTIONS
TO CONSUMERS IN PHYSICAL AND ELECTRONIC
SHOPPING ENVIRONMENTS
Examiner : Jeffrey D. Carlson
Group Art Unit : 3622
Attorney Docket : 100-046USA000

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

RESPONSE TO OFFICE ACTION MAILED DECEMBER 19, 2005

Sir:

In response to the Office Action mailed in the present Application on December 19, 2005, Applicant submits the following amendments for entry in the same:

AMENDMENT TO TITLE OF INVENTION:

--WEB-BASED CONSUMER PRODUCT MARKETING AND MERCHANDISING NETWORK ENABLING CONSUMER PRODUCT MANAGEMENT TEAM MEMBERS TO DELIVER BRANDED MERCHANDISING AND SERVICE TO CONSUMERS AT RETAIL POINTS OF SALE USING PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS)--